

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

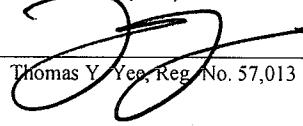
Applicant : Kelly M. Christensen, et al.
Appl. No. : 10/806,084
Filed : March 22, 2004
For : BROADCAST RESPONSE
METHOD AND SYSTEM
Examiner : Sheila B. Smith
Group Art Unit : 2617
Conf. No. : 1383

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Thomas Y. Yee, Reg. No. 57,013

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION MAILED ON
SEPTEMBER 16, 2008

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This response to Final Office Action is being filed with a RCE. In response to the Final Office Action mailed September 16, 2008, please amend the above-referenced application as shown on the following pages:

Amendment to the Specification begins on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 7 of this paper.

Summary of Interview begins on page 15 of this paper.

Remarks/Arguments begin on page 16 of this paper.